

Message Text

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ACTION EB-08

INFO OCT-01 ARA-10 EA-10 ISO-00 AGRE-00 CEA-01 CIAE-00
COME-00 DODE-00 FRB-03 H-01 INR-10 INT-05 L-03
LAB-04 NSAE-00 NSC-05 PA-01 CTME-00 AID-05 SS-15
STR-07 ITC-01 TRSE-00 USIA-06 SP-02 SOE-02 OMB-01
DOE-11 /112 W

-----057852 280329Z /64/15

R 250145Z FEB 78
FM AMEMBASSY TAIPEI
TO SECSTATE WASHDC 6556
INFO AMEMBASSY SEOUL
AMEMBASSY TOKYO
AMEMBASSY MEXICO CITY

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C O R R E C T E D C O P Y (OMISSION - PARA 4)

E.O. 11652: N/A
TAGS: EIND, ELEC, ETRD, TW
SUBJECT: COLOR TV EXPORTS TO THE U.S.--AMERICAN FIRMS

REF: STATE 016403

SUMMARY RCA, ADMIRAL, AND ZENITH WILL DISCLOSE REQUESTED
PRODUCTION AND EXPORT INFORMATION TO AD HOC COMMITTEE IN THE
UNITED STATES, WITH RCA SCHEDULED TO MEET WITH OSTR ON MARCH 3.
IT APPEARS THAT SOME REVISION OF PRODUCTION PLANS HAS OCCURRED
AND AMERICAN FIRMS' CTV EXPORTS FROM TAIWAN TO THE UNITED
STATES WILL BE SLIGHTLY LOWER THAN REPORTED PREVIOUSLY.
END SUMMARY

1. RCA TAIWAN INFORMED EMBASSY THAT RCA HEADQUARTERS HAS
MADE APPOINTMENT MARCH 3 WITH OFFICE OF THE SPECIAL TRADE
REPRESENTATIVE TO SUBMIT DIRECTLY RCA'S WORLDWIDE CTV
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PRODUCTION AND IMPORT ESTIMATES. FOR CY1977, RCA TAIWAN
EXPORTED TO THE UNITED STATES 42,000 CTV CHASSIS (TSUSA
685.2064), 2,190,000 CTV MODULE BOARDS (TSUSA 685.2065),
103,000 SIGNAL PACK MASTERS (INCORPORATES 5 CTV MODULE
BOARDS MOUNTED ON CHASSIS) (TSUSA 685.2065), 981,000
REGULAR VHF TUNER FOR CTV (TSUSA 685.2052), 352,000
VARACTER TUNERS FOR CTV (TSUSA 685.2052), 585,000 PLANAR

TUNERS (TSUSA 685.2052) AND 222,000 TURRET CONTROL ASSEMBLIES (TSUSA 685.2052). EMBASSY UNDERSTANDS THAT DURING 1978 RCA TAIWAN WILL BEGIN PRODUCING AND EXPORTING COLOR FREQUENCY SYNTHESIS TUNERS AND COLOR HVT (FLYBACK) UNITS (BOTH TSUSA 685.2052). DURING 1977, RCA TAIWAN DID NOT RPT NOT PRODUCE COLOR TV RECEIVERS.

2. RCA TAIWAN'S CTV PRODUCTION-RELATED STAFF, AS OF JANUARY 1, 1978, INCLUDED 319 SALARIED EMPLOYEES, 2,240 DIRECT HIRE AND 330 INDIRECT HIRE PRODUCTION EMPLOYEES. OF TOTAL PRODUCTION EMPLOYEES FEMALE WORKERS ACCOUNTED FOR 85 PERCENT. ALYO AS OF JANUARY 1, 1978, PRODUCTION EMPLOYEES AVERAGE STRAIGHT-TIME MONTHLY EARNINGS AMOUNTED TO NT\$3,590 AND AVERAGE FRINGE BENEFITS AMOUNTED TO NT\$1,300 FOR A TOTAL AVERAGE WAGE PACKAGE OF NT\$4,890. LATER THIS YEAR RCA TAIWAN INTENDS TO GRANT AS A 7 PERCENT AVERAGE WAGE INCREASE TO PRODUCTION EMPLOYEES. (NOTE: NT\$38.00 EQUALS US\$1.00.)

3. ADMIRAL ALSO NOW PREFERS TO DISCLOSE THE REQUESTED PRODUCTION INFORMATION IN THE UNITED STATES.

4. ZENITH TAIWAN IS MAKING ONLY COLOR TV MODULES AND PRINTED CIRCUIT BOARDS, WITH AN ADDITIONAL 700 EMPLOYEES HIRED FOR THIS WORK. PRESS REPORTS INDICATED THAT THE MODULES WOULD BE FOR 13 TO 25 INCH CTVS. OUTPUT IS EVENTUALLY EXPECTED TO REACH 36,000 PER DAY WITH EACH BOARD LIMITED OFFICIAL USE

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CONTAINING FROM 35 TO 104 COMPONENTS.

5. OLYMPIC CTV PRODUCTION PLANS REPORTED EARLIER.

6. COMMENT: 1977 TAIPEI 7492 REPORTED DECEMBER 1977 INDUSTRY ESTIMATES OF TOTAL COLOR TELEVISION RECEIVER AND CHASSIS EXPORTS IN 1978 OF TO THE UNITED STATES IN 1978 OF 1,288,000 SETS OF WHICH 1,040,000 SETS WERE EXPECTED TO COME FROM RCA AND ADMIRAL. IT NOW APPEARS THAT RCA AND ADMIRAL MAY BE RECONSIDERING THEIR PRODUCTION AND EXPORT PLANS, AND ADJUSTING FIGURES DOWNWARD SLIGHTLY. EMBASSY SUGGESTS THAT THE AD HOC COMMITTEE DIRECTLY CONTACT ADMIRAL AND ZENITH HEADQUARTERS FOR FURTHER INFORMATION.
UNGER

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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Date: 20 Mar 2014
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